

19 March 1975

MEMORANDUM FOR: Director of Training

ATTENTION :

[REDACTED]

SUBJECT : Survey of Agency Public Relations

In response to your memorandum of 27 February, and as a result of a telephone conversation with [REDACTED] on 19 March, I am forwarding the attached statement about the DDI Academic Relations Program which falls within my purview. [REDACTED] agreed to review this statement, which was originally prepared for Ed Proctor to use as testimony for the Rockefeller Commission or either of the Special Congressional Committees, and if he needs additional information, he will come back to me with a second request. He agreed that this was probably the best use of time, given the demands of the Freedom of Information Act and the heavy load on this Directorate to prepare materials for the various investigations about CIA which are now under way. Of course, we will be more than pleased to furnish additional information as it is necessary.

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[REDACTED]

Coordinator for Academic Relations  
DDI

cc:

[REDACTED]

DIR-1005

100-586-75

MEMORANDUM FOR: Deputy Director for Administration  
Deputy Director for Intelligence  
Deputy Director for Operations  
Deputy Director for Science and  
Technology

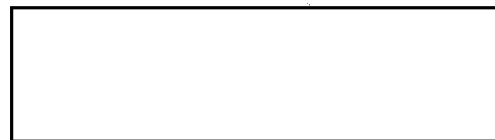
SUBJECT : Survey of Agency Public Relations

1. As you may know, the Center for the Study of Intelligence was charged by the Management Committee, prior to 22 December, with undertaking a study of options to improve public understanding of intelligence. In view of the publicity spotlight now on the Agency and the congressional and executive inquiries into the Agency's activities, there is considerable doubt in some quarters as to how far the Center should go in such a study during this sensitive period. There does, however, appear to be general agreement that it would be well to take a fundamental first step at this point. This would involve a survey of the existing activities underway by the Agency which can be regarded as contributing to public understanding of the CIA. Such a survey by itself would be a useful document for management and would provide a necessary base for any later study of what changes or additions might be made in present activities.

2. I would greatly appreciate it if you could provide the Center by 31 March with a listing of the activities by your directorate which should be regarded as contributing to improved public understanding of intelligence. I hope you can include such activities as: speeches by officers of your directorate before public groups, participation by your officers in academic and other meetings, appearances by members of the public in your directorate functions, and distribution from your directorate to the public of Agency publications--especially publications describing and explaining the Agency. A detailed listing of individual

appearances, speeches, etc. is not necessary. Rather, a good estimate of the scope of such activities, along with a description of the audience would probably be the most helpful response. It will not be necessary for you to meld individual reports from your various office directors into one unified directorate report, unless you feel so inclined. The Center can work over the individual reports and seek to construct a unified, aggregate account.

3. The aggregate account will be available to the Deputy Directors and will be furnished officially only to the Management Committee.



Alfonso Rodriguez  
Director of Training

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MEMORANDUM FOR:

OPR/CAR

Rather than making a major production of this, Ed Proctor would like you to get in touch with OTR, find out what they really want, and see if we can satisfy them with a minimum of bother. Seems to us that a summary of CAR-related activities, plus press briefing data they can get from Thuermer, should satisfy them. We presume  Center for the Study of Intelligence, is the person to contact.

Please let me know how you come out.

4 Mar 75

(DATE)

FORM NO. 101 REPLACES FORM 10-101  
1 AUG 54 WHICH MAY BE USED.

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